What Is Claimed Is:

1. A method for producing a conductive coating on an insulating substrate, comprising:

equipping, in selected regions, at least one surface of an electrically insulating substrate with a coating of an electrically highly conductive first metal;

cleaning the at least one coated surface;

seeding the coating with seeds of a second metal;

depositing a layer of the second metal onto the coating seeded with the seeds of the second metal; and

firing the substrate deposited with the layer of the second metal.

2. The method as recited in Claim 1, wherein:

the substrate includes one of a ceramic and an LTCC, and

the first metal includes silver.

3. The method as recited in Claim 1, wherein:

the second metal includes palladium.

4. The method as recited in Claim 3, wherein:

in the depositing of the layer of the second metal, palladium is deposited at a ratio of from 0.1 to 50% percent by weight.

5. The method as recited in Claim 3, wherein:

in the depositing of palladium, the palladium is deposited in such a way that a concentration of greater than 20% percent by weight palladium results.

6. The method as recited in Claim 1, wherein:

the seeding and the depositing are performed according to an electroless procedure.

7. The method as recited in Claim 1, wherein:

the firing is performed at a temperature between 830 and 870°C.

8. The method as recited in Claim 1, wherein:

the firing is performed at a temperature of 850°C.

9. An insulating substrate, comprising:

a conductive coating made of one of silver and palladium;

a layer made of one of a ceramic and LTCC, wherein:

a palladium content of the conductive coating being between 0.1 and 50 percent by weight.

10. An insulating substrate, comprising:

a conductive coating made of one of silver and palladium;

a layer made of one of a ceramic and LTCC, wherein:

a palladium content of the conductive coating is greater than 20 percent by weight.